LUDDY FREDERIC B

Form 4

December 19, 2018

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB 3235-0287

Estimated average

burden hours per

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Number: January 31, 2005

0.5

OMB APPROVAL

Section 16. Form 4 or Form 5 obligations may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

response...

1(b).

(City)

(State)

(Zip)

(Print or Type Responses)

1. Name and Address of Reporting Person * LUDDY FREDERIC B			2. Issuer Name and Ticker or Trading Symbol ServiceNow, Inc. [NOW]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	_X_ Director10% Owner			
C/O SERVICE LAWSON LAN		, 2225	12/17/2018	Officer (give title below) Officer (give title below)			
	(Street)		4. If Amendment, Date Original	6. Individual or Joint/Group Filing(Check			
SANTA CLAR	A, CA 9505	4	Filed(Month/Day/Year)	Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person			

(City)	(Buile)	Table 1 - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned									
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transactic Code (Instr. 8)	omr Dispo (Instr. 3,	sed of 4 and (A) or	` '	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Common Stock	12/17/2018		S <u>(1)</u>	2,383 (2)	D	\$ 171.1348 (3)	122,617	I	by Luddy Family Dynasty Trust LLC		
Common Stock	12/17/2018		S <u>(1)</u>	2,700 (2)	D	\$ 172.0419 (4)	119,917	I	by Luddy Family Dynasty Trust LLC		
Common Stock	12/17/2018		S <u>(1)</u>	600 (2)	D	\$ 173.0017	119,317	I	by Luddy Family		

Table I. Non Desirating Committee Assuring Dispersed of an Desertable Comm

					(5)			Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	1,200 (<u>2)</u>	D	\$ 174.2592 (6)	118,117	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	1,700 (<u>2)</u>	D	\$ 175.3359 (7)	116,417	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	3,417 (<u>2)</u>	D	\$ 176.0942 (8)	113,000	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	200 (2)	D	\$ 177.23 (9)	112,800	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	200 (2)	D	\$ 178.485 (10)	112,600	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	100	D	\$ 179.89	112,500	I	by Luddy Family Dynasty Trust LLC
Common Stock	12/17/2018	S <u>(1)</u>	4,124 (<u>2)</u>	D	\$ 171.1828 (11)	847,551	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	3,900 (2)	D	\$ 172.0564 (12)	843,651	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	1,200 (2)	D	\$ 173.0567 (13)	842,451	I	by Frederic B. Luddy

								Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	1,823 (2)	D	\$ 174.2416 (14)	840,628	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	2,939 (2)	D	\$ 175.405 (7)	837,689	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	5,114 (2)	D	\$ 176.1232 (8)	832,575	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	400 (2)	D	\$ 177.105 (15)	832,175	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	300 (2)	D	\$ 178.5433 (16)	831,875	I	by Frederic B. Luddy Family Trust
Common Stock	12/17/2018	S <u>(1)</u>	200	D	\$ 179.89	831,675	I	by Frederic B. Luddy Family Trust
Common Stock						282,383	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474

(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	iorNumber	Expiration Date	Amount of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/Year)	Underlying	Security	Secui

Bene Own Follo Repo Trans (Instr

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8	8)	Deriv Secu Acqu (A) o Disp of (D (Inst: 4, an	urities uired or osed O) r. 3,			Secur (Instr	ities . 3 and 4)	(Instr. 5)
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

Reporting Owners

Reporting Owner Name / Address					
•	Director	10% Owner	Officer	Other	
LUDDY FREDERIC B					
C/O SERVICENOW, INC.	X				
2225 LAWSON LANE	Λ				
SANTA CLARA, CA 95054					

Signatures

/s/ Frederic B. Luddy by Derk Lupinek, Attorney-in-Fact

12/19/2018

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The transactions reported on this Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the Reporting Person.
- (2) Represents the aggregate of sales effected on the same day at different prices pursuant to the 10b5-1 trading plan noted in footnote (1).
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$170.61 to \$171.57 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$171.63 to \$172.62 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$172.64 to \$173.57 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$173.72 to \$174.55 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$174.73 to \$175.72 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- (8) Represents the weighted average sales price per share. The shares sold at prices ranging from \$175.73 to \$176.70 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and

Reporting Owners 4

- Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$177.05 to \$177.41 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$178.26 to \$178.71 per share. Full (10) information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$170.61 to \$171.58 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$171.63 to \$172.61 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$172.67 to \$173.58 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$173.71 to \$174.60 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$176.87 to \$177.41 per share. Full (15) information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.
- Represents the weighted average sales price per share. The shares sold at prices ranging from \$178.23 to \$178.83 per share. Full information regarding the number of shares sold at each price shall be provided upon request to the staff of the U.S. Securities and Exchange Commission, the Issuer, or a security holder of the Issuer.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.